

Talented military men were aristocrats under Napoleon, courtiers were such under Louis XIV, and ecclesiastics at Rome. Since the fourteenth century capital has become a new and the greatest and indispensable social power. Those who, at any time, have the then most important social power in their hands are courted and flattered, envied and served, by the rest. They make an aristocracy. The aristocrats are the distinguished ones, and their existence and recognition give direction to social ambition. Of course this acts selectively to call out what is most advantageous and most valued in the society.

184. There are a number of mass phenomena which are on a lower grade than the mores, lacking the elements of truth and right with respect to welfare, which illustrate still further and more obviously the coercion of all mass movements over the individual. These are fashion, poses, fads, and affectations.

185. FasMon. Fashion in dress has covered both absurdities and indecencies with the aegis of custom. From the beginning of the fourteenth century laws appear against indecent dress. What nobles invented; generally in order to give especial zest to the costume of a special occasion, that burghers and later peasants imitated and made common.¹ In the fifteenth century the man's hose fitted the legs and hips tightly. The latchet was of a different color, and was decorated and stuffed as if to exaggerate still further the indecent obtrusiveness of it.²

Schultz³ says that the pictures which we have do not show the full indecency of the dress against which the clergy and moralists of the fifteenth century uttered denunciations, but only those forms which were considered decent, that is, those which

were within the limits which custom at the time had established.

At the same time women began to uncover the neck and bosom.

The extent to which this may be carried is always controlled by

fashion and the mores. Puritans and Quakers attempted to

restrict it entirely, and to so construct the dress, by a necker-

chief or attachment to the bodice, that the shape of the bust

should be entirely concealed. The mores rejected this rule as

¹ Scherr, *Kulturgesch.*, 109.

² Rudeck, *Oefentl*

Sittlichkeit 45. ,

⁸ *Deutsches Leben*, 285, 297, 332.